

# ASDA

## Six years of the Green Britain Index



### Green Britain Index: the round up

When we started up our Everyday Experts panel in 2011, we did so to better understand our customers. What mattered to them? What did they want to change? How did they really feel about the issues of sustainability and being green?

At its peak there were 20,000 people on the panel. Over the past six years, we've gathered responses on everything from who they listen to and if they care about being green, to issues surrounding food waste, packaging and farming.

The results have always been fascinating. Customers really do care about being green and they want to lead more sustainable lifestyles. And this has always been the case since 2011.

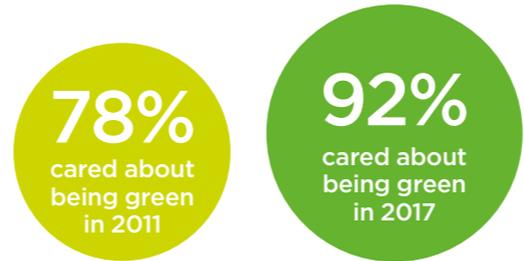
As a large retailer, Asda takes its responsibilities seriously. We know that we can take the lead, shape policy and make the changes our customers want to see. And that's what the information from our Everyday Experts has allowed us to do. Read on to find out what our Everyday Experts have told us, and what we've done as a result...

The surveys have varied over the years, but some questions stand the test of time. We call these our 'tracker questions' because they do just that - allow us to track opinions over time.

### Who cares?

We asked the panel, "how much do you care about being green?"

Over the years, those who care about being green has stayed relatively steady. Overall, those who said they cared 'quite a bit', 'a lot' and 'very much' have always been in the majority.

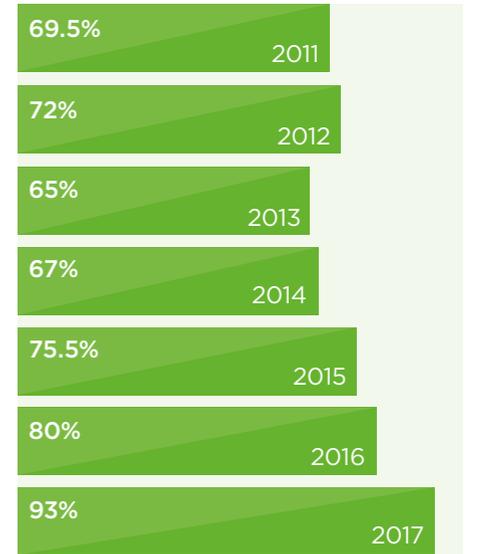


(2011: 78%, 2012: 81%, 2013: 83%, 2014: 92%, 2015: 92.5%, 2016: 93.5%, 2017: 92%)

### Look who's talking!

We asked the panel, "is living a greener lifestyle something you talk about with your friends and family?"

Here's something that has grown over the years - more and more people are talking to others about being sustainable. In the last survey of 2017, a huge 93% of our panel were talking to friends and family about green issues either 'a little', 'regularly' or 'a lot'. It's great to hear that going green has increasingly become the norm, and it's why we're committed to doing our bit, too.



### Listen up!

We asked the panel, "who are you most likely to listen to and trust when they talk about being greener?"

This is one question that has seen consistent answers year-on-year. No-one said they listened to politicians or celebrities, the most influential people on our list were scientists and activists such as WWF and Greenpeace. After them, it was partners, children and other family members. Our customers are pretty savvy when it comes to getting the information they want, and that's great to hear.



People are five times more likely to listen to their children than to politicians.

## Influencing operations

As a result of what our customers have told us, we've made all kinds of changes and improvements in store and to the way we run our operations. The main changes – those seen as the most important by our panel – have been around food waste and packaging.

### 'What do you think about the levels of packaging in Asda?'



11%  
too much packaging



25%  
it's about right



20%  
it extends the life of the product



51%  
too much in some areas



34%  
it's there to protect the products



21%  
it provides information about cooking and nutrition

## Packaging

Packaging has a vital role to play in extending the life of our products. Whether it's an extra few days for our stores, or a few days in our customers' homes, it saves food going in the bin. In 2017, we asked some specific questions about packaging:

We're pleased to say that we're reducing and improving the amount of packaging we use. Since 2007, we have reduced packaging weight by 27%. A few of the changes we've made include:

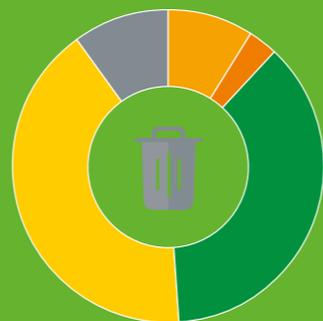
- Resealable packaging to keep our products fresher for longer.
- Portion indicators, valves and scoops so customers can use just the amount they need.
- Improved labels with information on cooking, freezing, storing and recycling.

## Food waste

Food waste is something Asda has been tackling for many years. In fact, we haven't sent any food waste to landfill since 2011. It's also the issue that our customers said was their number one concern.

A huge 85% of our customers expect us to be helping them to reduce food waste. But we also wanted to know about food waste in our customers' homes and what we could do to help reduce it. We've asked many questions over the years on the amount customers throw away, the type of food, the reasons why and how it made them feel.

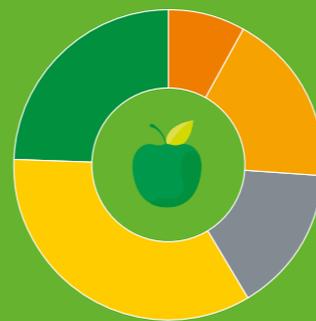
### How often do you throw food away?



- Rarely (41%)
- Occasionally (37%)
- Never (10%)
- Daily (9%)
- Most meal times (3%)

(2014–2017 averages)

### Why does food get thrown away?



- Don't plan meal times (8%)
- Cook too much (15%)
- Buy more than needed (18%)
- Last minute change of plans (24%)
- Don't use before the 'use by' date (34%)

(2013–2017 averages)

### What can Asda do to help you reduce food waste?

**73%** Donate to charities

**40%** Work with farmers to better manage seasonal produce

**28%** Reduce size of products

**40%** Recipes, tips and ideas

**61%** Reduce prices near to the 'use by' date



Asda's food waste activities are saving customers £57 a year



5 million meals donated to FareShare

Three of the questions that have really influenced what we do at Asda are: 'How often do you throw food away?', 'Why does food get thrown away?' and 'What can Asda do to help you reduce food waste?'

It's clear our customers care about the issue – so do we – and we've been introducing changes in our stores and depots, as well as raising awareness and changing behaviours through our Love Food Hate Waste events.

At the most recent events, Asda colleagues discussed household food waste with customers, drawing attention to commonly wasted products and tips on how to make the most of them. We also ran a feature in our Asda Life magazine,

with lots of advice on reducing food waste at home. The feedback we've had from customers is that a third are already making positive changes such as checking dates, making a list, and freezing food. As a result of our food waste activities, our customers told us that they are now saving £57 every year.

When it comes to our stores, customers also said they wanted us to be more active in reducing food waste – and 73% thought we should be donating it to charity. Well, that's exactly what we do. Our long-standing partnership with a variety of different partners, such as FareShare, Community Shop and HIS Church, has seen enough food donated every year for 1.5 billion meals.



## Thanks to the Everyday Experts

The information that our Everyday Experts have provided has been invaluable. We have been able to – and will continue to – introduce and prioritise the projects and ideas that tackle the issues that our customers say they care about. The surveys have provided the evidence that we are on the right track, and we remain committed to the green and sustainable agendas.